

State of the City Kennesaw, Georgia

Light at the End of the Tunnel: A Better Tomorrow



**Mayor Mark Mathews
City of Kennesaw
Kennesaw Business Association
January 12, 2010**



2010 Mayor & Council



The Budget

	FY 2009 Budget	FY 2009 Actual
General Fund Revenues	\$19,278,403	\$18,577,989
General Fund Expenditures	\$19,278,403	\$18,466,631
Business License Fees	\$821,000	\$867,000

- We ended 2009 with a slight surplus



Moving Ahead

- **Goal 1** – Keep downtown vibrant
- **Goal 2** – Work on economic development and growth
- **Goal 3** – Improve mobility to reduce congestion
- **Goal 4** – Enhance public safety
- **Goal 5** – Improve community outreach

Keep downtown vibrant

- In conjunction with the Kennesaw Development Authority (KDA) and Mayor & Council, a five acre site located at Main St/Watts Dr was acquired



Keep downtown vibrant

- Development plans are underway on the assemblage at the corner of Main St and J.O. Stephenson Ave for a mixed use project



Keep downtown vibrant



- Construction of the pedestrian underpass under the CSX railroad is being completed

Keep downtown vibrant

- Kennesaw Downtown Development Authority (KDDA) expanded the Farmers Market with a new location at Adams Park and extended the season



Keep downtown vibrant

- Enjoyed record attendance at Big Shanty Festival, Pigs & Peaches BBQ Festival; avoided Santa Parade rain-out



Keep downtown vibrant



- The Salute to the Military during the Big Shanty Festival drew a crowd of thousands awed by the US Marine Corps Silent Drill Platoon

Work on economic development and growth

- KDA implemented a new Business Appreciation and Business Retention program
- 17 projects in various stages of development were slowed due to the economy
 - Cedar Creek
 - Pine Mountain Medical Office Complex
 - Fullers Chase Mixed Use Development
 - Jiles Rd Commercial Development

Work on economic development and growth

- Four recently completed retail centers are leasing



Work on economic development and growth

- ITT Technical Institute opened a 40,000 SF campus with an enrollment exceeding 500 students – and growing



Work on economic development and growth

- Although there were no annexations, there were 5 rezoning applications, 4 land use/special land use permits, 7 variance requests and 2 central business district approvals
- The Planning Department initiated an online survey project for Cherokee St
- The Historic Preservation Commission continued to expand its marker program

Improve mobility

- Phase 2 of the Community Wide Trail System funded by a \$100,000 Department of Natural Resources Grant



Improve mobility

- Partnered with KDDA on comprehensive Wayfinding Signage Program
 - Gateway signs constructed at high traffic intersections



Improve mobility

- Completed two electronic marquees which display city news & information
- Awarded \$50,000 Preserve America grant from the Department of the Interior



Improve mobility

Public Works infrastructure projects include:

- Completed Phase I of the Community Development Block Grant (CDBG) storm water replacement project in Woodland Acres; Phase II, replacement of curb and gutters, is ongoing



Improve mobility

- Completion of the intersection improvement plan for Pine Mountain/Pine Mountain Way
- Resurface of over 2 miles of various streets as part of SPLOST and Local Assistance Road Program (LARP)
- Completion of intersection improvement plan/drawing for Old Hwy 41 between Barrett and Cobb Pkwy; construction to be done in early 2010

Who could have predicted ...

Then Came the Rains ...



Improve mobility



- Public Works oversaw major disaster recovery efforts following 500 year storm event that caused about \$8 million in damage

Enhance public safety



- Police Department awarded accreditation by the highly regarded and broadly recognized Commission on Accreditation for Law Enforcement Agencies (CALEA); demonstrates the Department's commitment to professional law enforcement in policy and practice

Enhance public safety

- The Police Department has exceptionally high visibility within the community through their support of organizations like the Special Olympics and the Jerry Worthan Memorial Christmas Fund



Improve community outreach

- Parks & Recreation Programs had over 5,960 participants, up 7.6% over last year
- Youth sports leagues accounted for an additional 3,200
- Over 960 programs were offered, up 12.6%
- The program income totaled \$567,000, with an additional \$74,873 in rental income



Improve community outreach

- Hosted first Outdoor Movie Series at Swift-Cantrell; totally funded by sponsors
- Dedicated the Frank Boone Dog Park in April
- Planned and hosted the world's largest dodgeball game, setting an official Guinness world record



Improve community outreach

- Kennesaw WiFi started some new traditions with fun events tied in to the Festivals
 - KenneSong



Sydney Wender, 2009 KenneSong Winner



Improve community outreach

- Kennesaw WiFi started some new traditions with fun events tied in to the Festivals
 - Guitar Hero Competition



Improve community outreach



- Planted trees at Swift-Cantrell Park on Arbor Day
- Hosted Electronic Recycle Day

Improve community outreach

- Two first time events focused on two deserving constituencies
- The Founding Families luncheon Aug 17 brought together families instrumental in the formation of Kennesaw to share stories, revisit past events



Improve community outreach

- Veterans Day free lunch co-hosted by American Legion Post 304 recognized the contribution and sacrifice of military service members past and present

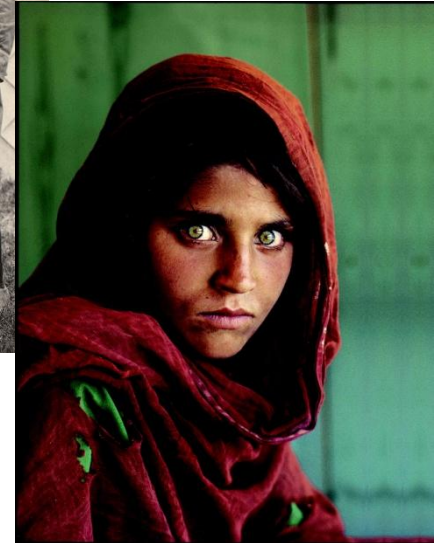
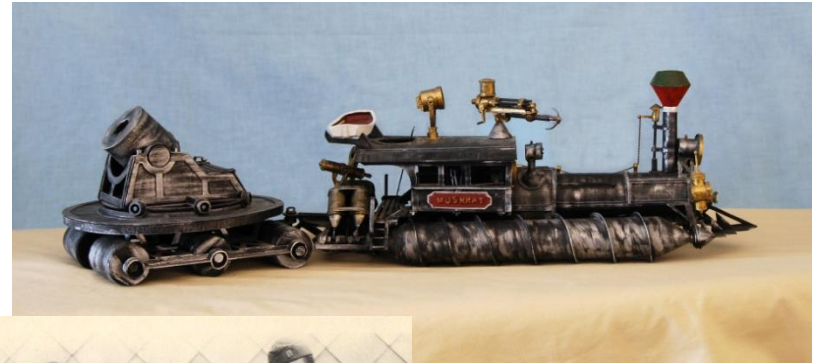


Improve community outreach

- The Southern Museum of Civil War & Locomotive History's outreach expands
 - Offered new school tour programs to reach audiences at all educational levels
 - Awarded \$25,000 CDBG partnering with Tapp Middle School to help develop curriculum and digitize archival collections

Improve community outreach

- Hosted three major traveling exhibitions:
- *William Wardrop's Creations*
- *Native Words, Native Warriors*
- *In Focus: Best Portraits of the National Geographic Society*



Improve community outreach

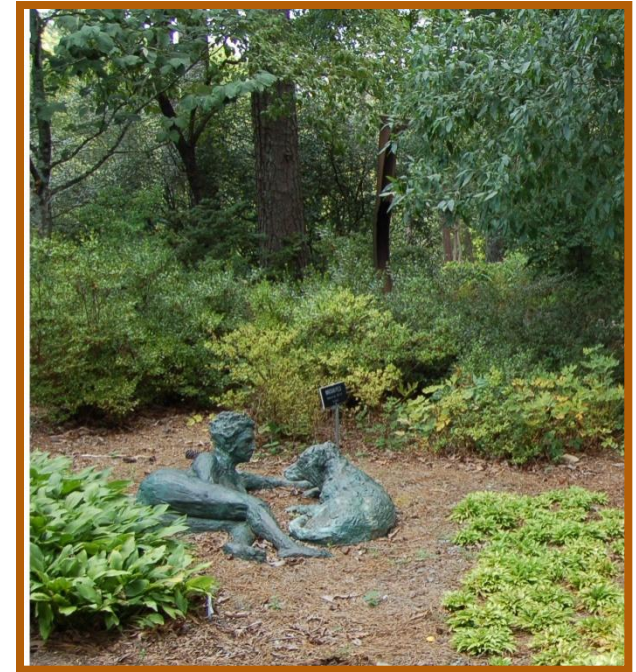
- The Museum Foundation hosted several successful fund raisers
 - 13th Annual Golf Tournament grossed over \$42,000
 - 1st Annual Great Locomotive Chase 5K Run grossed almost \$10,000



- Heroes and Legends Gala grossed nearly \$23,000

Improve community outreach

- In April, Smith-Gilbert Gardens opened to the public with routine operating hours



Improve community outreach



- Established event guidelines and actively marketing Gardens as a wedding venue
- Recruited and trained additional volunteer staff
- Added parking
- Raised over \$60,000 for the Foundation

Improve community outreach

- Partner in education at all levels
 - City officials serve in the Cobb County School District Work Group
 - Staff member serves on the Steering Committee for the Cobb County School's *Success for All Students* Program
 - Working closely with Kennesaw State University, including teaming up with them for their Homecoming Parade
 - Partnership with ITT Tech includes placing interns with city departments and staff members serving on the advisory board



Improve community outreach

- Partner in government at all levels
 - Enjoy excellent working relationships with key government organizations at the county and state level
 - Mayor Mathews appointed to the Atlanta Regional Commission



- Council member Bruce Jenkins elected President of the Cobb Municipal Association

Kennesaw Proudly Supports the 190th Military Police



Recognitions

- Named one of the **Top 25 Cities & Towns with the Best American Values** by Newsmax Magazine
- Earned **Tree City USA** status for 2009
- Achieved Platinum Award as an American Heart Assn Start! Fit Friendly WorkPlace



What's Next

- Progress toward achieving our goals has been made, but more work is still ahead
- Some adversity has been overcome, and some key staff additions position us well to move our agenda ahead



Our Hometown: The Year in Review



State of the City Kennesaw, Georgia

Light at the End of the Tunnel: A Better Tomorrow

Thank You!



**City of Kennesaw
Kennesaw Business Association
January 12, 2010**

